

**REPORT/RECOMMENDATION TO THE BOARD OF SUPERVISORS
OF SAN BERNARDINO COUNTY, CALIFORNIA
AND RECORD OF ACTION**

July 8, 2003

Continued from June 24, 2003

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FROM: KEN A. MILLER, Director
Department of Public Works - **Solid Waste Management Division**

SUBJECT: CONSULTANT SERVICES CONTRACT TO ASSIST THE COUNTY TO DEVELOP AND COORDINATE IMPLEMENTATION OF PUBLIC EDUCATION AND OUTREACH PROGRAMS RELATED TO WASTE REDUCTION, DIVERSION, REUSE, AND RECYCLING

RECOMMENDATION: Approve Contract No. _____ with Richard V. Anthony Associates in the amount of \$300,000 to provide professional consultant services to assist with the development and coordination of the implementation of public education and outreach programs related to waste reduction, diversion, reuse and recycling for the term of July 1, 2003 through June 30, 2004.

BACKGROUND INFORMATION: On April 1, 2003, Board of Supervisors authorized the release of a Request for Proposal (RFP) to retain an outside, independent consultant to assist the Public Education and Outreach Committee (made up of cities that have Waste Disposal Agreements with the County) and the Solid Waste Management Division of the County to develop and implement programs and activities that promote source reduction and recycling through public education and community outreach activities. Proposals were received from five well-qualified firms. The RFP selection committee, made up of representatives from the Solid Waste Management Division, the City of Rialto, County Fire, the City of San Bernardino, the Town of Apple Valley, and Burrtec Waste Industries reviewed and evaluated each proposal. After careful consideration, the committee unanimously chose to recommend that the County contract with Richard V. Anthony Associates.

Richard V. Anthony Associates is the incumbent contractor and has worked with the Public Education and Outreach Committee for the past two years. During the term of the contract Richard V. Anthony and Associates developed the following:

- A website entitled Zero Waste Communities of San Bernardino County was created to advertise the waste reduction and recycling activities of the member Cities and the County with links to each member jurisdiction and contact information.
- A Waste Reduction Tool Kit containing information used by member agencies to develop individual educational materials was developed and distributed to Committee members.
- 20 Cathode Ray Tube (CRT) collection events throughout the County, allowing residents from the unincorporated area of the County and participating cities to dispose of up to three (3) CRTs free of charge.
- The Committee was awarded a grant from Keep California Beautiful and the funds were used to establish 19 school recycling programs within the member cities and unincorporated area. In addition, a variety of media campaigns were conducted utilizing television, radio and print to promote beverage container recycling, waste reduction and reuse.

Record of Action of the Board of Supervisors

APPROVED(CONSENT CALENDAR)

BOARD OF SUPERVISORS

COUNTY OF SAN BERNARDINO

MOTION	<u>MOVE</u>	<u>AYE</u>	<u>AYE</u>	<u>AYE</u>	<u>SECOND</u>
	1	2	3	4	5

J. RENEE BASTIAN, CLERK OF THE BOARD

BY _____

DATED: June 24, 2003

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CONSULTANT SERVICES CONTRACT TO ASSIST THE COUNTY TO DEVELOP AND COORDINATE IMPLEMENTATION OF PUBLIC EDUCATION AND OUTREACH PROGRAMS RELATED TO WASTE REDUCTION, DIVERSION, REUSE, AND RECYCLING

June 24, 2003

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The selection committee is confident that this firm will continue to serve the County's and the Committee's public education and community outreach program activities goals and objectives. The term of the contract is for one year, but may be extended for one additional year at the sole discretion of the Board of Supervisors. The County may choose to terminate this contract in whole or in part upon ten (10) calendar days written notice.

REVIEW BY OTHERS: This item was reviewed by Deputy County Counsel Robert L. Jocks on June 10, 2003 and County Administrative Office (Tom Forster, Administrative Analyst) on June 16, 2003.

FINANCIAL IMPACT: There is no impact on the County General Fund. Funding for this agreement is provided in the FY 2003/2004 Solid Waste Management Operational proposed budget - Fund: EAA Dept: SWM Org: WDP Appr: 200 Obj: 2445. Of the \$300,000 authorized to be spent in the contract, \$75,000 that will be paid to Richard V. Anthony & Associates for professional consultant services to assist with the development and coordination of implementing the public education and outreach programs/activities, up to \$15,000 will be spent for actual expenses of the consultant incurred in providing the forgoing services, while \$210,000 will be paid for the actual cost for the programs/activities, material, printing, advertising, etc.

COST REDUCTION REVIEW: The County Administrative Office has reviewed this agenda item and concurs with the Department's proposal and recommends this action based on the following: The Solid Waste Management Division has formed a partnership with the 15 cities that have entered into Waste Disposal Agreements (WDA) with the County (Zero Waste Communities of San Bernardino County) to conduct regional public education and outreach programs that promote waste reduction, reuse, and recycling, to assist the Cities and the County with meeting California State Law (AB939) waste diversion requirements. The County and the WDA Cities have a common responsibility to promote waste diversion within its jurisdictions. This contract will provide a private consultant to develop regional programs at the direction of the Committee and to conduct the necessary tasks related to implementation of programs/activities resulting in a cost savings in staff time and the production of educational materials and media activities.

SUPERVISORIAL DISTRICT(S): All

PRESENTER: Peter Wulfman, 386-8703

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